



ORDER

Print Date... 10/22/12

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Flight Dates 10/22/12-10/29/12

Order Sep 00:15:00

Product
Oct 22-29, 2012

Estimate # **Oct 22-29, 2012**

Contract / Revision 556988 /

Alt Order #

Original Date / Revision
06/26/12 10/22/12

Agency Com 15%

Billing Type	Cash
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Billing Contact **Suzanne Lorimer**

Order Type	GENERAL
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AdvertiserMcCaskill/D/MO/US Senate

Billing Cycle EOM/EOC

1580 Lincoln Street
Suite 510
Denver, CO 80203

Billing Calendar BROADCAST

Agency **Media Strategies & Research**

Demographic A25-54

Buying Contact

Sales Office L-KC

Rev Codes SP-POL CAN POL

Sales Region LOC

Product Codes PL1Bb

11350 Random Hills Rd
Suite 670
Fairfax, VA 22030

Agency Ref

Priority DEFAULT

Primary Account Executive
Local WDAF House

Account Executive	Order%	Start Date	End Date
Local WDAF House	100%		
Jeannie Blau	%		

Order Share 20% Market Value 355500

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	106650
KCWE	%	0
KMBC	30%	106650
KMCI	%	0
KPXE	%	0
KSHB	20%	71100
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	105	\$54,187.50	\$63,750.00	0.00	10/01/12	10/28/12	105	\$54,187.50	\$63,750.00
November 2012	18	\$6,247.50	\$7,350.00	0.00	10/29/12	10/29/12	18	\$6,247.50	\$7,350.00
Totals	123	\$60,435.00	\$71,100.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	4	10/23/12	10/29/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-----	:30	0	\$200.00	3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1111--					4	\$200.00		0.00			
		Week: 10/29/12	11/04/12	1-----					1	\$200.00		0.00			
N 2	4	10/23/12	10/29/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-----	:30	0	\$300.00	2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1111--					4	\$300.00		0.00			
		Week: 10/29/12	11/04/12	1-----					1	\$300.00		0.00			
N 3	4	10/23/12	10/29/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-----	:30	0	\$600.00	2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **556988** Flight Dates **10/22/12-10/29/12**

Hiatus Dates

Original Date / Revision 06/26/12/ 10/22/12

Order Sep 00:15:00

Advertiser **McCaskill/D/MO/US Senate** Product **Oct 22-29, 2012**

Estimate # **Oct 22-29, 2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	4	10/23/12	10/29/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-----	:30	0	\$600.00	2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-2222--					8	\$600.00		0.00			
		Week: 10/29/12	11/04/12	2-----					2	\$600.00		0.00			
N 4	4	10/23/12	10/29/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-----	:30	0	\$375.00	3	0.00	NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-2222--					8	\$375.00		0.00			
		Week: 10/29/12	11/04/12	2-----					2	\$375.00		0.00			
N 5	4	10/27/12	10/27/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----1-	:30	1	\$300.00	3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$300.00		0.00			
N 6	4	10/28/12	10/28/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----	:30	0	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$300.00		0.00			
N 7	4	10/23/12	10/29/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	11-1---	:30	3	\$200.00	3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-1---					2	\$200.00		0.00			
		Week: 10/29/12	11/04/12	1-----					1	\$200.00		0.00			
N 8	4	10/23/12	10/29/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	1-1-1--	:30	3	\$100.00	3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1-1--					2	\$100.00		0.00			
		Week: 10/29/12	11/04/12	1-----					1	\$100.00		0.00			
N 9	4	10/23/12	10/23/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a	-1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----					1	\$100.00		0.00			
N 10	4	10/25/12	10/25/12	M-F 1130a-12p M-F 1130a-12p	CM-All	1130a-12p	---1---	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$100.00		0.00			
N 11	4	10/29/12	10/29/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	1-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$200.00		0.00			
N 12	4	10/24/12	10/24/12	M-F 1-2p M-F 1-2p	CM-All	1-2p	--1----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----					1	\$100.00		0.00			
N 13	4	10/25/12	10/25/12	M-F 2-3p M-F 2-3p	CM-All	2-3p	---1---	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$100.00		0.00			
N 14	4	10/23/12	10/29/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	-----	:30	0	\$100.00	3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-2222--					8	\$100.00		0.00			



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Contract / Revision **556988** Flight Dates **10/22/12-10/29/12**

Hiatus Dates

Original Date / Revision 06/26/12/ 10/22/12

Order Sep 00:15:00

Advertiser **McCaskill/D/MO/US Senate** Product **Oct 22-29, 2012**

Estimate # **Oct 22-29, 2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 14	4	10/23/12	10/29/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	-----	:30	0	\$100.00	3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	2-----					2	\$100.00		0.00			
N 15	4	10/23/12	10/29/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	-----	:30	0	\$250.00	3	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-2222--					8	\$250.00		0.00			
Week:		10/29/12	11/04/12	2-----					2	\$250.00		0.00			
N 16	4	10/23/12	10/29/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	-----	:30	0	\$600.00	2	0.00	NM	9	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1222--					7	\$600.00		0.00			
Week:		10/29/12	11/04/12	2-----					2	\$600.00		0.00			
N 17	4	10/23/12	10/29/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-----	:30	0	\$900.00	2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--					4	\$900.00		0.00			
Week:		10/29/12	11/04/12	1-----					1	\$900.00		0.00			
N 18	4	10/27/12	10/27/12	Sa 5-6p Sa 5-6p	CM-All	5-6p	-----1-	:30	1	\$250.00	2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-					1	\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/22/12-10/28/12		Sa 5-6p		5-6p	-----Sa--	:30		(\$250.00)		0.00	NM		
See MG 18.2															
[Program Change]															
2	4	10/22/12-10/28/12		Su 5-6p		5-6p	-----Su	:30		\$250.00		0.00	NM		
Ⓜ MG for 18.1 10/27															
N 19	4	10/23/12	10/29/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	-----	:30	0	\$2,200.00	2	0.00	NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--					4	\$2,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	4	10/22/12-10/28/12		M-F 630-7p		630-7p	-TwThF----	:30		(\$2,200.00)		0.00	NM		
See MG 19.7															
[na due postseason baseball]															
3	4	10/22/12-10/28/12		M-F 630-7p		630-7p	-TwThF----	:30		(\$2,200.00)		0.00	NM		
See MG 19.6															
[na due postseason baseball]															
6	4	10/23/12-10/23/12		M-F 630-7p		630-7p	-T-----	:30		\$2,200.00		0.00	NM		
Ⓜ MG for 19.3 10/25															
7	4	10/26/12-10/26/12		M-F 630-7p		630-7p	-----F----	:30		\$2,200.00		0.00	NM		
Ⓜ MG for 19.2 10/24															
Week:		10/29/12	11/04/12	1-----					1	\$2,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	4	10/29/12-11/04/12		M-F 630-7p		630-7p	M-----	:30		(\$2,200.00)		0.00	NM		
See MG 19.8															
[WORLD SERIES]															
8	4	10/26/12-10/26/12		M-F 630-7p		630-7p	-----F----	:30		\$2,200.00		0.00	NM		
Ⓜ MG for 19.5 10/29															
N 21	4	10/23/12	10/23/12		CM-All	7p-8p	-1-----	:30	1	\$1,800.00	3	0.00	NM	0	\$0.00



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Contract / Revision **556988** Flight Dates **10/22/12-10/29/12**

Hiatus Dates

Original Date / Revision 06/26/12/ 10/22/12

Order Sep 00:15:00

Advertiser **McCaskill/D/MO/US Senate** Product **Oct 22-29, 2012**

Estimate # **Oct 22-29, 2012**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tuesday Prime A															
FOX Prime Tuesday 7-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-----	1				\$1,800.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/22/12-10/28/12		Tuesday Prime A		7p-8p		-T-----	:30	(\$1,800.00)		0.00	NM		
See MG 22.2,22.3															
[PROGRAM CHANGE..XFACTOR NOW AIRING 7-9P TUES 10/23..GET SPOTS REVISED ASAP]															
N22	4	10/23/12	10/23/12	Tuesday Prime B	CM-All	8p-9p	-1-----	:30	1	\$2,000.00	3	0.00	NM	2	\$3,800.00
FOX Prime Tuesday 8-9p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-----	1				\$2,000.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/22/12-10/28/12		Tuesday Prime B		8p-9p		-T-----	:30	(\$2,000.00)		0.00	NM		
See MG 22.2,22.3															
[PROGRAM CHANGE..XFACTOR NOW AIRING 7-9P TUES 10/23..GET SPOTS REVISED ASAP]															
2	4	10/23/12-10/23/12		X Factor Tuesday		657p-931p		(8:00 PM-8:30 P-T-----	:30	(\$2,000.00)		0.00	NM		
(M) See MG 22.4,22.5															
[XFACTOR AIRING 830-930P OTO 10/23...SPOTS NEED TO BE REVISED TO PROPER TP.]															
3	4	10/23/12-10/23/12		X Factor Tuesday		657p-931p		(7:00 PM-8:00 P-T-----	:30	(\$1,800.00)		0.00	NM		
(M) See MG 22.4,22.5															
[XFACTOR AIRING 830-930P OTO 10/23...SPOTS NEED TO BE REVISED TO PROPER TP.]															
4	4	10/23/12-10/23/12		Tuesday Prime A		7p-8p		-T-----	:30	\$1,800.00		0.00	NM		
(M) MG for 22.3,22.2															
5	4	10/23/12-10/23/12		X Factor Tuesday		657p-931p		(8:30 PM-9:30 P-T-----	:30	\$2,000.00		0.00	NM		
(M) MG for 22.3,22.2															
N23	4	10/26/12	10/26/12	Friday Prime A	CM-All	7p-8p	----1--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
FOX Prime Friday 7-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--	1				\$1,000.00			0.00			
N24	4	10/26/12	10/26/12	Friday Prime B	CM-All	8p-9p	----1--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
FOX Prime Friday 8-9p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--	1				\$800.00			0.00			
N25	4	10/23/12	10/29/12	M-F 9-10p	CM-All	9-10p	-----	:30	0	\$1,200.00	2	0.00	NM	5	\$6,000.00
M-F 9-10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--	4				\$1,200.00			0.00			
Week:		10/29/12	11/04/12	1-----	1				\$1,200.00			0.00			
N26	4	10/23/12	10/26/12	M-F 10-1030p	CM-All	10-1030p	-11-1--	:30	3	\$1,200.00	3	0.00	NM	3	\$3,600.00
M-F 10-1030p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-11-1--	3				\$1,200.00			0.00			
N27	4	10/23/12	10/29/12	M-F 1030-1102p	CM-All	1030-1102p	11111--	:30	5	\$400.00	3	0.00	NM	5	\$2,000.00
M-F 1030-1102p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--	4				\$400.00			0.00			
Week:		10/29/12	11/04/12	1-----	1				\$400.00			0.00			
N28	4	10/28/12	10/28/12	Su 10-1030P	CM-All	10-1030p	-----1	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
Su 10-1030p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1	1				\$1,200.00			0.00			

ALL TO SKEE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WDAF-TV Kansas City	Date: 10/18/2012
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I, Media Strategies and Research,

being/on behalf of: Claire McCaskill, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 22, 2012			Sunday, October 28, 2012		

Total Charges: \$7,900.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

McCaskill for Missouri 2012

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Michelle Sherod

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Thursday, October 18, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title